

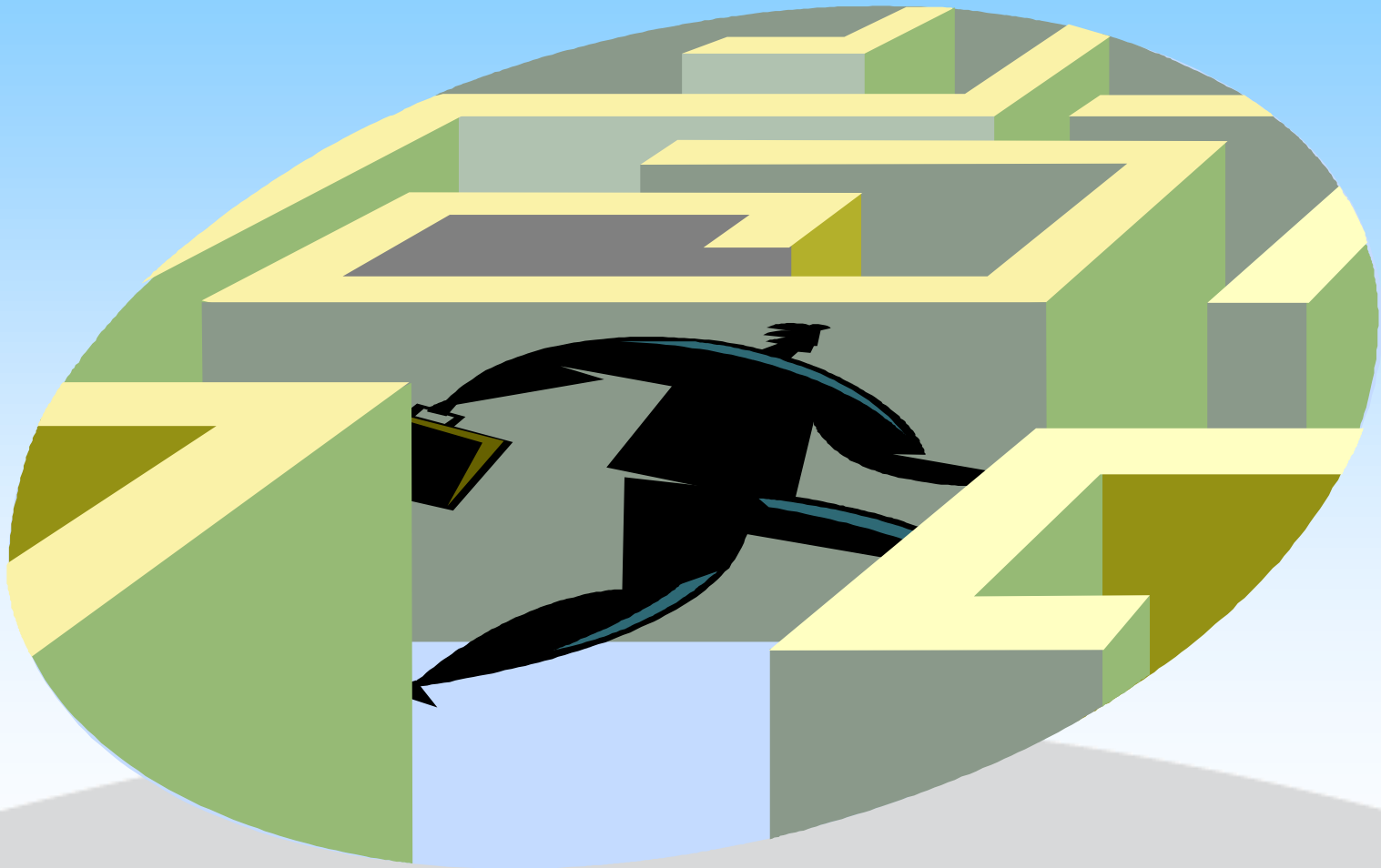
KCTCS ONLINE

VIRTUAL LEARNING INITIATIVE

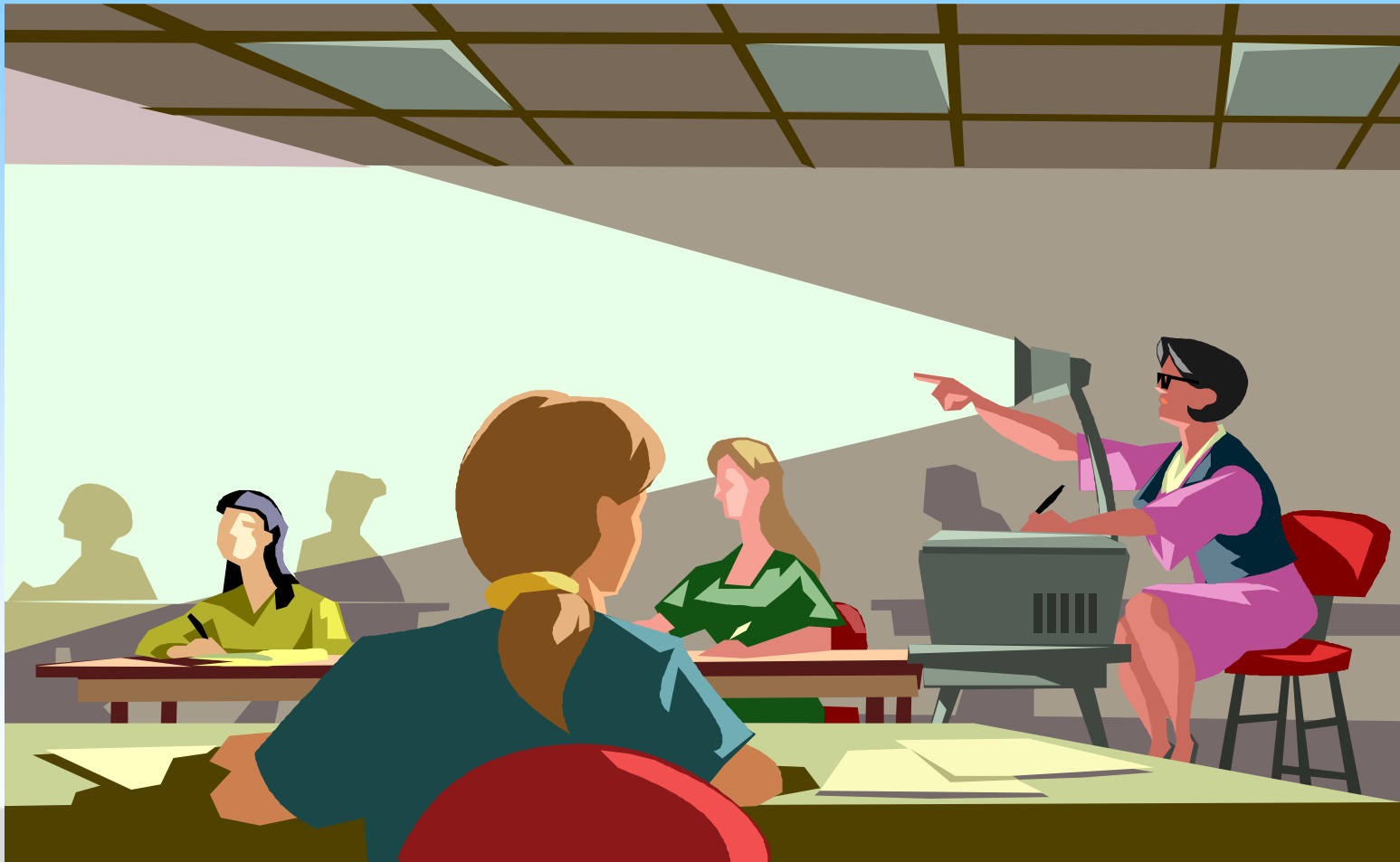


KENTUCKY COMMUNITY AND TECHNICAL COLLEGE SYSTEM

Instead of **“the student”**
Orbiting Around Learning....



INSTRUCTOR CENTERED



Learning Revolves Around “today’s busy working adults”



USING CURRENT AND EMERGING TECHNOLOGY



LEARNER CENTERED





PARTNERS ARE KEY

21st Century Learning

KENTUCKY COMMUNITY AND TECHNICAL COLLEGE SYSTEM

KEY PLAYERS FOR SUCCESS

- ▶ Publishers for eContent aligned with Course Module Competencies
- ▶ Barnes & Noble for Business/Financial Management of eContent Transaction Flow
- ▶ SmarThinking for just-in-time Tutoring Support
- ▶ Center for Rural Development (CRD)
Blackboard and Wimba Infrastructure
- ▶ Tier 1 24/7 Help Desk for Students and Faculty

GOAL

Implement a new model of virtual learning that

- Reaches new markets**
- Is self-sustaining through tuition revenues**
- Delivers anywhere, any time, to any device**
- Marks KCTCS as the premier producer of e-Learning**

RESEARCH

Year-long study conducted on how to re-invent KCTCS e-Learning

- Market research showed that in Kentucky alone, there are 3 times more potential students for online learning than are now presently enrolled. The national market for online learning continues to increase 30-40% per year.

Older Prospects

Census Demographics And Data Projections

**Total Adults Aged
19 to 54 in Kentucky**

**2,000,000
(100%)**

**Adults 19 To 54 With
A Baccalaureate
Or Current Enrollment
In Higher Education**

660,000

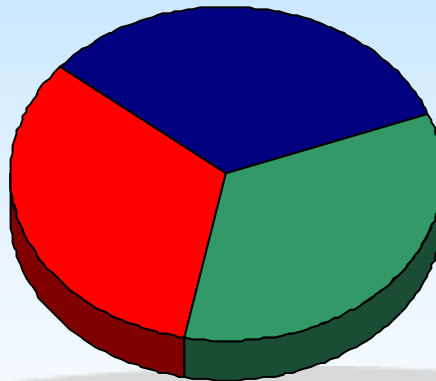
**Baccalaureate degree or more 23% (460,000)
Currently enrolled: 10% (200,000)**

**Adults 19 To 54
WITHOUT A
Baccalaureate Or
Current Enrollment**

1,340,000

**Have no higher education: (763,800)
Have some higher education: (576,200)**

***No higher
education
after high
school
38%***



***Baccalaureate
or higher/currently enrolled
33%***

***Some higher education
after high school
29%***

Older Prospects

Census Demographics And Data Projections

Adults 19 To 54
Without A
Baccalaureate Or
Current Enrollment

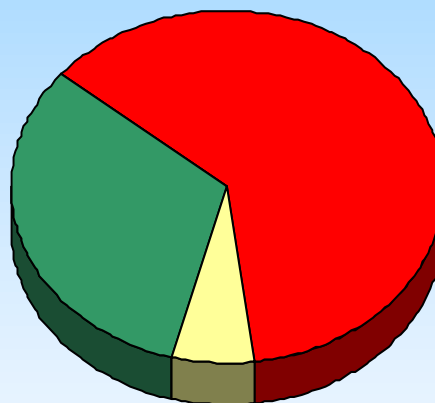
1,340,000

Those Adults
Extremely/Very
Likely To Enroll
In Higher Education

187,600
(14%)

Have no higher education: 42% (78,792)
Have some higher education: 58% (108,808)

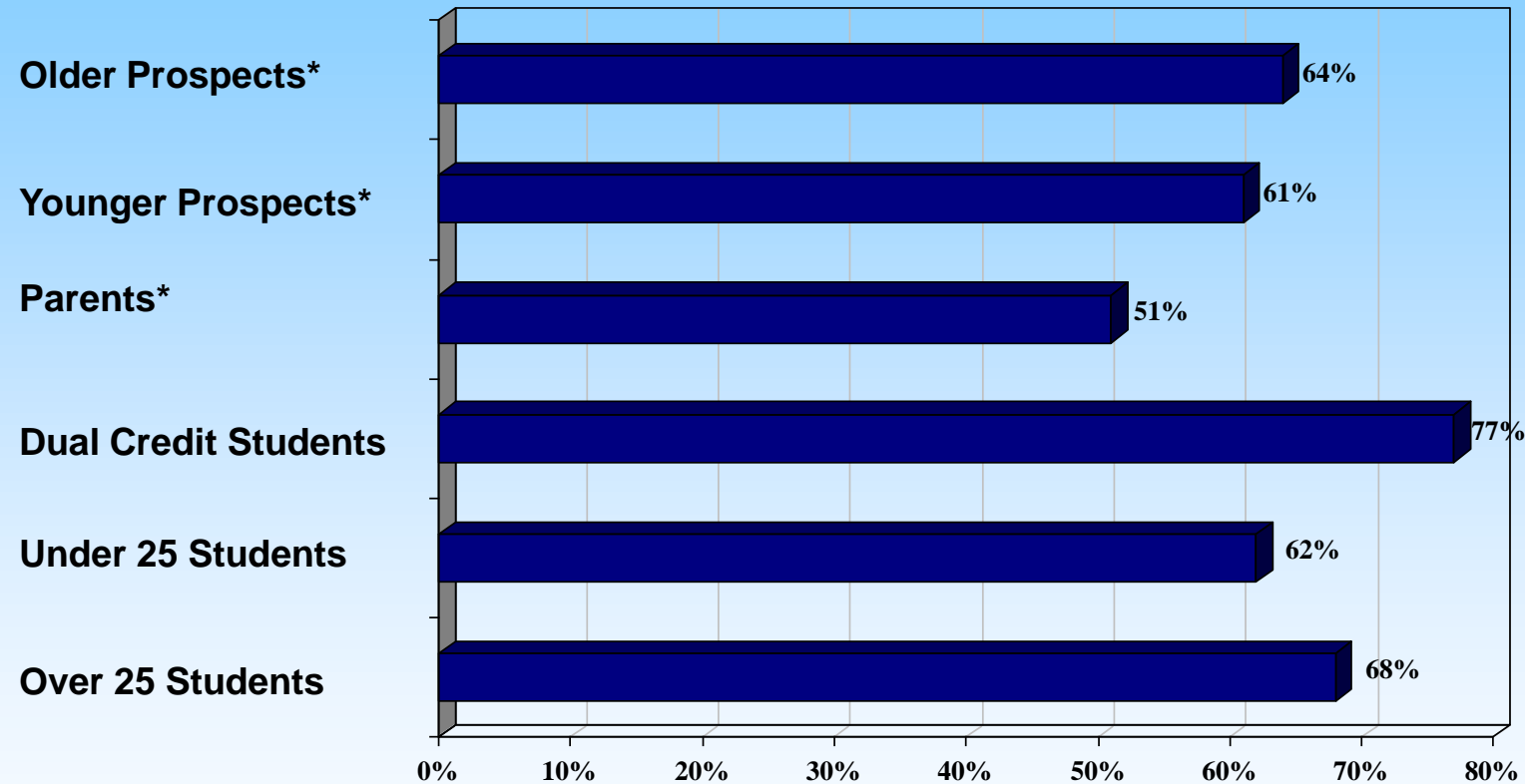
Will consider
KCTCS and
likely to choose
32%
(60,000)



Unlikely to
consider
KCTCS
62%
(116,300)

Will consider KCTCS but NOT likely to choose
6%
(11,200)

Interested In Online College Courses



** Among the “extremely/very likely” to enroll.*

2008 ACTIONS

- Implement the first phases of infrastructure and web services to support online programs.
- Develop TWO Associate Degrees—
Business Administration and Information Technology.
- Target Marketing: Working Kentuckians
19-54 years old

2009 ACTIONS

- Targeted enrollment beginning in late January for select QA certified course modules in the two degree programs.
- Open enrollment beginning late March 09
- Student picks start date – 24/7/365.
- Begin development of additional degree programs.

QUALITY ASSURANCE

- Course Modules QA Certified
 - QA Rubric/Standards
 - Successful completion QA Certified Peer Review
- Instructor Certified
 - FaCT Facilitators Certified Training online course
 - Successful completion FaCT Assessment

Additional Degrees and Programs – Phase 1, Round 2

- Project 1: Career Pathway—Nurse Aide (NAA 100)
- Project 2: Career Pathway—MNA to Practical Nursing (LPN)
- Project 3: Career Pathway—LPN to Associate Degree in Nursing (RN)
- Project 4: AAS Degree—Consortium Option

Additional Degrees and Programs – Phase 2, Round 1

- Redesign Developmental Education
 - Competency Based, Module Courses
 - Diagnostic Tied to Competencies
 - Cost Effective
 - Embedded Remediation in Identified Entry-Level College Courses
- Developmental Education
 - Math
 - Writing
 - Reading

MAXIMUM Class Length

Course Module Credit Hour	Maximum Length of Time for Course Module completion
<ul style="list-style-type: none">• .1 to .5• .6 to 1.0• 1.1 to 1.5• 1.6 to 2.0• 2.1 to 2.5• 2.6 to 3.0	<ul style="list-style-type: none">• 3 weeks• 5 weeks• 8 weeks• 10 weeks• 13 weeks• 15 weeks

THE KCTCS Online Advantage

- Modularized Courses – Chunks
- Competency Based – Mastery Learning
- Start Anytime 365 days
- Consistent eContent
- Facilitator Model, Number of Students, Rewards for Success
- Student Services – All Online

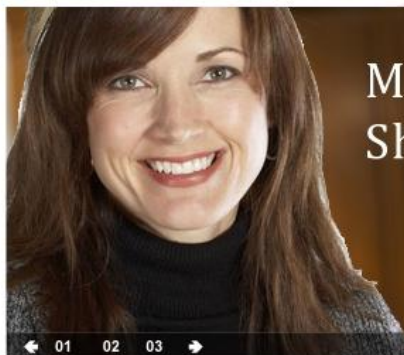
And WHAT'S UNIQUE

- Individuals choose “start” date
- Courses are modules delivered in 3 to 5 weeks sessions
- No cap on course modules
- Course modules use eContent (no textbooks)
- Course modules available 365, 24/7
- Instructors are compensated based on students enrolled



WORKING TOGETHER

- Reduce costs of education for Kentuckians
- Create efficiencies toward effectively delivering high quality eContent
- Evolve new financial management models among partner contributors



Meet Chelsea. She's Online.

➔ [read her story](#)

◀ 01 02 03 ▶

HIGHER EDUCATION ON YOUR SCHEDULE

Ready for a revolutionary approach to learning? KCTCS Online provides programs online, on demand so you can learn anytime, anywhere and at your own pace. Classes start when you decide, so when you're ready, we are too!

We offer a variety of programs that are tailored to fit your busy lifestyle and equip you with the knowledge and skills you need for today's fast-paced and competitive workplace.

LATEST KCTCS ONLINE NEWS

[More News](#) [RSS](#)

3.25.08 Nursing Pinning Ceremony Recognizes 60th Class

Forty six students took part in this years ceremony that was witnessed by over 400 friends and family members.

3.25.08 Benny Ray and Nikki Bailey make a difference with scholarship endowment

The Scholarship is meant to allow students at Allen Central, Betsy Layne and Prestonsburg High Schools to take college level courses in their senior year of high school.

KCTCS ONLINE FOCUS

Meet our Professors **John Malcovich**

But I must explain to you how all this mistaken idea of denouncing pleasure and praising pain was born and I will give you a complete account of the system, expound.



Meet our Students **Sasha McDonald**

But I must explain to you how all this mistaken idea of denouncing pleasure and praising pain was born and I will give you a complete account of the system, expound.



CHOOSE YOUR PATH



KMSS Certification



QUESTIONS